

# INFORMATION LETTER

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For Members  
Only

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## Survey of Retailer Attitude Reported to Wholesalers

Citing hidden opportunities in canned foods, Donald W. White, president of Don White, Inc. national grocery merchandising specialists, urged members of the U. S. Wholesale Grocers Association, at their annual convention and exposition last week in Chicago to profit from information revealed by a recent study of retail handling costs of canned foods.

This study, sponsored by the N.C.A. and conducted on the basis of personal interviews among owners and executives of retail organizations operating 7,009 retail grocery stores and super markets, shows that canned foods have the lowest retail handling costs of any category, in the opinion of most retailers.

The retailers further state that canned foods account for 18 percent of their total net profit dollars, an amount exceeded only by meat and produce.

Emphasizing the points of reference between these factors affecting both the wholesaler "pocketbook" and the retailer "pocketbook", Mr. White emphasized the net dollar profit opportunities from extra attention promotion and merchandising of canned foods.

Continuing, Mr. White stated: "Canned foods handling in recent years has posed the paradox of big opportunities for extra net profits—and not just misleading big gross profit margins that can be gobbled up by high handling costs—but getting less space, attention or promotion than some of the more recent so-called 'glamour' products that have handling costs so high that they have to be partly absorbed by canned foods in order to survive.

"The N.C.A. survey clearly indicated the net dollar profit opportunity that exists for the wholesalers and the retailers who will study canned foods and give canned foods the share of space, attention, promotion and merchandising at the point-of-sale that their low handling costs, big volume and net dollar profit potentials deserve!"

## Merchandising RSP Cherries

The USDA has found in a merchandising test that the apparent preference for a smaller can for many agricultural products does not hold for canned red sour cherries.

In the test, two sizes of cans of red sour cherries (water-pack, pitted) similarly labeled and selling for approximately the same price per ounce, were displayed side by side in 12 retail food stores of the self-service supermarket type for a 12-week period. The test was conducted in Pittsburgh in the winter and spring of 1954-55.

Consumers purchased five of the No. 2 cans to each four of the No. 303 cans. In 11 weeks of the 12-week period and in 11 of the 12 stores in

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## QMC Research Emphasizes New, Light-Weight Foods

In order to adapt military subsistence to the modern defense strategy of extreme dispersal, the Army QMC is seeking to develop dehydrated and concentrated foods and irradiated foods.

Maj. Gen. K. L. Hastings, The Quartermaster General of the Army, described the food picture of the future in a speech April 11 before the 10th anniversary meeting of the Research and Development Associates.

He said that for research and development men the big question is, "How will the strategic and tactical requirements of the future affect the military subsistence picture?" Gen-

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## Canned Foods Sample Cutting Is An Example of Industry Self-Improvement with Assistance of N.C.A. Laboratories

The annual cuttings of canned foods packs, such as those held by the Canners League of California in cooperation with the N.C.A. Western Branch Laboratory and the Salmon Cutting and Technical Conference sponsored by salmon canners and the N.C.A. Northwest Branch have been described as outstanding examples of self-improvement by an industry. The cuttings are designed to remind canners constantly of the great importance of maintaining and, if possible, improving the quality of their packs, a prime requisite for widespread acceptance by the consumer. As incomes have increased consumers have become ever more conscious of the quality of all the products they buy. It is conceded that the annual cuttings have made an important contribution to the steady increase of canned foods quality through the years.

The N.C.A. has played an important part historically in the establishment of the annual cuttings, in the development and improvement of the techniques followed, and is currently active in the management and conduct of these events.

Most recent of these was the Canned Salmon Cutting and Technical Con-

ference sponsored by salmon canners through the N.C.A. Northwest Branch under direction of Dr. E. D. Clark and held March 13, at the Olympic Hotel, Seattle, Wash. More than 450 were present, representing all levels of the salmon industry (suppliers, associated industries, U. S. Fish and Wildlife and Food and Drug officials). This was the 18th in a series of cuttings that started in 1933 and was continuous through 1942. War conditions interrupted the sequence but annual cuttings were resumed in 1948.

A total of 701 cans of salmon of all five species—red, chinook, coho, pink, and chum—was opened by 165 judges, divided into 33 committees of about five each, including a chairman. Each committee judged approximately 21 cans. These judging committees were composed primarily of canner personnel (foremen, superintendents and company officers) from the 75 participating canning firms, but they also included some men furnished by the brokerage fraternity and from the sales departments of the large companies. Chairman and composition of the committees is rotated from year

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### Industry Self-Improvement

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to year, thus spreading the judging experience.

Judging and rating are done carefully and systematically on the factors of color, workmanship, amount of free oil, vacuum, headspace and wholesomeness of the product.

Rating of each can is based on an objective summary of all these characteristics as observed and measured. Work on the development of an appropriate and generally-approved score card has taken several years of study and trial. The scorecard consists of the following parts:

(a) A description of the can and product, such as code, size, species, period of packing (early, middle or late season), net weight, vacuum and net headspace.

(b) Workmanship—appearance, filling, cleaning, cooking, salting, and the presence of pugh (one-tined fork) marks and bruises. The degree of salting is determined organoleptically and is scored as "too little," "right," or "too much."

(c) Quality—rating is given to color, degree of watermarking, texture, and the amount of free oil.

(d) Condition of the products—odor and apparent reddening of the flesh.

(e) The summary, giving the rating of the can, based on all factors considered together.

Each scorecard is signed by the committee chairman.

In preparation for the cutting, the staff of the Northwest Branch of N.C.A., as it has in each of the 18 years of judgments, drew sample cans at random from warehouse stocks, obtaining a representative cross section of the year's salmon pack. The individual cans were then coded, with identities of the samples known only to members of the Branch. However, after the cans were judged, the code

number was made available to the packer and his associates to enable them to determine how well their products rated.

The staff of the Northwest Branch, working closely with a small committee of industry people and representatives of the container companies, always arranges the many details connected with the Cutting, and handles the management phases.

There is liaison between the Association's Berkeley and Seattle Laboratories in this service of conducting cuttings. It is found helpful, for instance, for personnel in each laboratory to keep abreast of the cutting techniques followed by the other. The Berkeley Laboratory plays an important role in the Annual Cutting sponsored by the Cannery League of California, and accordingly Frank C. Lamb of the Western Research Laboratory attended the Salmon Cutting as an observer. Since the annual cuttings provide a means of viewing a cross section of a season's pack and bringing to light problems of a particular segment of the canning industry, they are of considerable value to the Laboratory staff as well as to canners.

Over the years, however, the Cuttings have had as their chief principal objective, the maintenance and improvement of quality, and characteristics that make for quality have received the closest attention. In this manner, the industry carries its self-improvement one step further than the regular Inspection Service, also conducted by the Northwest Branch of N.C.A. The inspection serves to keep salmon packs at or above the level of legal requirements; the annual cuttings activate individual pride of workmanship and result in achievement of a quality of even greater value to both the industry and the consumer.

### 1955 Packs of Fish

The 1955 packs of canned fish and shellfish intended for human consumption totaled 589 million pounds valued at \$276 million to the packers, according to a report by the Fish and Wildlife Service.

The 1955 production in the United States, Alaska, Hawaii and Puerto Rico was 12 percent less than the 670 million pounds packed in 1954 and its value was likewise 12 percent less than the 1954 value of \$312 million.

The loss in production was accounted for largely by decreased packs of tuna, salmon, and Maine sardines. A record pack of clam products was canned in 1955.

Following is a summary of 1955 packs of principal canned fish and shellfish, with comparisons:

Canned Product	1954	1955
	(standard cases)	
Tuna.....	10,888,898	9,938,395
Salmon.....	4,162,718	3,288,961
Maine sardines.....	2,934,933	1,298,813
Pacific sardines.....	1,338,191	1,111,609
Anchovies.....	595,972	115,119
Mackarel.....	369,181	564,429
Albacore.....	65,716	44,645
Clam products.....	1,637,663	1,717,326
Crab meat.....	151,522	99,081
Oysters*.....	146,081	559,602
Shrimp*.....	944,721	901,517

\* Drained weight.

### 1955 Pack of Apple Juice

The 1955-56 pack of canned apple juice totaled 3,507,894 actual cases compared with the 1954-55 pack of 4,219,890 cases, according to a report by the N.C.A. Division of Statistics.

State	1954-55	1955-56
	(actual cases)	
Md., Pa., and Va.....	1,159,128	621,089
Michigan.....	531,852	555,522
California.....	601,718	584,331
Other states.....	1,927,192	1,746,952
U. S. Total.....	4,219,890	3,507,894

### Stocks of Canned Foods on April 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, RSP cherries, corn, and peas, have been issued by the N.C.A. Division

of Statistics, and detailed reports covering the April 1 stock and shipment situation have been mailed to all canners of these products.

	Carry-over month	Case basis	Canners' Stocks, Season Shipments					
			Total Supply	April 1	1955	1956	1955	1956
			1954	1955	1955	1956	1955	1956
			(thousands of cases)					
Apples.....	Aug.	6/10	4,849	4,609	2,220	2,000	2,620	2,519
Applesauce.....	Aug.	actual	15,554	15,661	6,402	6,082	9,151	9,579
RSP cherries.....	July	actual	3,253	5,027	521	1,213	2,732	3,814
Corn.....	Aug.	actual	41,996	34,530	15,764	10,407	26,142	24,123
Peas.....	June	actual	31,488	33,006	5,796	6,256	25,092	26,839

\* Stocks consist of 2,234,373 actual cases, comprising 1,636,122 6/10's, 571,983 2 1/2's, and 23,268 cases of miscellaneous container sizes.

### Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1955	1956
	(thousands of dozens)	
Canner stocks, Jan. 1.....	71,083	77,017
Pack, Jan.-March.....	33,712	31,188
Supply.....	107,795	108,205
Canner stocks, April 1.....	68,659	64,758
Canner shipments during March.....	13,846	15,493
Canner shipments, Jan.-March.....	39,136	43,447

## Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of March has been reported by the Agricultural Marketing Service of USDA at 222,259 thousand pounds, including quantities for defense.

### CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, MARCH, 1956

	3 Lbs. & over	Under 3 Lbs.	Total
	(thousands of pounds)		
Luncheon meat.....	20,126	13,171	33,297
Canned ham.....	22,228	451	22,679
Beef hash.....	218	5,350	5,568
Chili con carne.....	553	7,154	7,707
Vienna sausage.....	194	4,616	4,810
Frankfurters and wieners in brine.....	4	184	188
Deviled ham.....		734	734
Other potted and deviled meat products.....		3,190	3,190
Tamales.....	112	1,784	1,896
Sliced, dried beef.....	14	308	321
Chopped beef.....	1	2,025	2,026
Meat stew.....	61	8,216	8,276
Spaghetti meat products	370	5,010	5,380
Tongue (not pickled)....	62	152	213
Vinegar pickled products	831	1,590	2,421
Sausage.....	10	969	978
Hamburger.....	167	20,409	20,776
Soup.....	2,657	59,244	61,901
Sausage in oil.....	305	379	684
Tripe.....		378	378
Brains.....		216	216
Loins and Picnics.....	2,460	330	2,789
All other products 20% or more meat.....	264	7,379	7,643
All other products less than 20% meat (except soup).....	488	21,413	21,900
Total all products.....	51,126	164,909	216,035

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 222,259 thousand pounds.

## Small Business Aids

The Small Business Administration has issued these publications:

**Management Aid No. 70, entitled *Records Retention in Small Business***, by Robert A. Schiff, president of the National Records Management Council, Inc., includes an explanation of the factors to watch in setting a retention period for the following types of records: general accounting; accounts payable and receivable; legal; payroll; personnel; production; purchasing; real estate; sales; secretary; tax; and traffic.

Another publication, *Pointers on Government Contracting*, explains the fundamentals of government buying methods, and offers suggestions about the preparation of bids and proposals on government purchases.

**Broadening Your Manufacturing Operations** explains reasons for diversification of products and types of marketing channels and enumerates the major steps toward diversification.

**Principles of Plant Layout for Small Plants** describes the objectives of plant layout and suggests methods by which good layout is planned and achieved.

Copies of the small business aids are available from the Small Business Administration, Washington 25, D. C., or at any of its field offices.

## Copies of Bioassay Method

Copies of the housefly bioassay method for determining insecticide residues are available at the N.C.A. Washington Research Laboratory to interested parties. This method, the result of several years of research at the N.C.A. Laboratories in Washington and Berkeley as well as several research grants placed with the University of California, is intended for use as a quality control tool for the detection and estimation of insecticide residues in raw and canned foods. It was presented recently at a four-day instruction period held at the Washington Laboratory for research and quality control representatives of several member companies.

The method gives detailed instructions for the extraction and purification of insecticide residues and for carrying out the assay. Also included are directions for the maintenance of housefly colonies and a suggested plan for a screened room for conducting fly bioassay experiments.

## N.C.A. at OAS Conference

George E. Steele, Jr., Director of the N.C.A. Fishery Products Division, was an observer at a special conference held recently in Ciudad Trujillo, Dominican Republic, on territorial waters and related subjects affecting international fisheries.

The conference was held under sponsorship of the Organization of American States and was concerned with the efforts of some Latin American countries to extend their jurisdiction and control over the fishery resources adjacent to their coasts. This is of concern to a substantial part of the American fishing industry inasmuch as several of the domestic fisheries depend heavily on fishery resources off foreign coasts.

## N.C.A. Sanitation Conference

Eighty-five cannery foremen, foreladies, and superintendents registered at the one-day N.C.A. Sanitation Conference held in Salt Lake City April 16.

Grant A. Rounds, general superintendent of the California Packing Corporation's Mountain States Division, talked on "What Management Expects from Sanitation." E. S. Doyle and C. T. Townsend of the N.C.A. Western Research Laboratory discussed the legal background and importance of sanitation in the canning operation, prevention of product contamination, and the relationship of sanitation, safety and fire prevention, the application of bacteriology to canning sanitation, and the plant cleaning problem.

Arrangements for the conference were made by the Utah Cannery Association. Similar conferences have been held this year in the California canning centers of Los Angeles, Long Beach, Sacramento, Modesto, San Jose, and Berkeley.

## N.C.A. Represented at ACS

The N.C.A. Washington Research Laboratory participated in the 129th national meeting of the American Chemical Society held in Dallas, Texas, April 8-13. A paper entitled, "Current Developments in Spray Irrigation of Food Canning Waste" was presented by Robert A. Canham at a Symposium on Food and Agriculture with Water-Plus, within the Division of Agriculture and Food Chemistry.

The theme of this symposium was possible utilization of impure waters in the food and agricultural industries.

It was pointed out that spray irrigation provides a means of utilizing waste water for such beneficial purposes as forage crop watering both for grazing during the growing season and for stored hay production. Recharge of lowering ground water tables is another use as is the possible extension of irrigation of edible crops for either the fresh or processed market.

It was also emphasized that when a spray irrigation system is operated with care and is designed with adequate land area, there should be no odor problem such as is encountered in other forms of land disposal.

One of the most important points covered was the fact that in a properly designed spray irrigation system stream pollution is not a factor.



## QMC Research

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eral Hastings answered this question as follows:

"A complete answer to this question lies only in the realm of prophecy. However, there are already a few basic principles which are becoming fairly obvious. The outlines of streamlined supply systems for a possible future all-out war are taking shape. Weapons research and development in recent years have catalyzed modes of logistical thinking. As before in conventional wars, enemy strategy in future atomic warfare on land will be directed toward finding the most profitable targets. Defense strategy will be directed to eliminate these profitable targets—including avoidance of massed forces of men engaged in combat or in support operations such as food distribution, food preparation, and related activities.

"It is here that the food picture of the future begins to take shape. We must accommodate our rations and our feeding systems to the new doctrine of extreme dispersal. To do this we must reduce food tonnage, simplify the lines of supply over which food must travel, and eliminate to the extent possible all vast food storage and food preparation centers that in the very nature of things require a massing of support forces, and therefore a profitable target.

"Fortunately, conventional warfare has long been concerned with this objective of reducing food tonnage. Palatable concentrates and dehydrates are presently available to us in sufficient variety to compose an adequate meal. You are perhaps aware of the fact that dehydrated orange juice, green beans, fish sticks, and soluble coffee, potatoes, eggs and other items have been brought to a high state of acceptability. Many other items have been substantially improved under the Quartermaster research and development program on dehydrated products. I have tried these items at various times and I can say that they compare most favorably with other forms of preserved food.

"Inspired by the requirements of possible atomic warfare, we are at work on dehydrated foods that will lend themselves to a completely dehydrated precooked meal. New items in addition to those that have shown themselves to be satisfactory will be required. Prospects for success are good—a compliment to the energy that has been devoted to attaining new and greatly improved techniques of drying. If we assume the desired reduction in food tonnage is 50 percent—a percentage that has been suggested—we already have exceeded that percentage in the instance of many dehydrated and concentrated foods—

and I mean palatable, nutritious, readily reconstituted dehydrated foods. In some foods, the weight reduction achieved runs as high as 80 percent.

"Besides reducing tonnage, we must simplify the lines of food supply. The far-ranging nuclear ships of the Navy, the long-distance bombers of the Air Force, and the fast-moving troops of the Army must be free of bulky and heavy paraphernalia. Our subsistence planning must be geared to the realization that in any future all-out war the equipment, as well as the labor, required to store and issue food must be kept to the barest possible minimum. One of the ways we hope to achieve this is through our current food irradiation program. In fact we have already demonstrated, theoretically at least, that irradiation preservation will permit a tremendous reduction of facilities required for proper storage of food.

"There is another potential benefit of irradiation I would like to mention. If we increase the burden on industry by requiring more highly-processed concentrated foods for use in combat areas, we must decrease to the extent possible the time, labor and effort needed to provide food for non-combat areas. This probably means a greater dependence in noncombat areas upon fresh market produce. And it is in preserving and extending the storage life of fresh foods that our program of irradiation preservation of food has been particularly successful.

"The prospects for the widespread military use of foods preserved by irradiation are excellent. The current emphasis on the benefits of irradiation as a 'pasteurization' technique does not mean that we have side-tracked our interest in the possibilities of irradiation for long-term preservation. Investigations are continuing in this phase of the program, and we are definitely gaining ground.

"As I have said, we must reduce our subsistence handling and storage operations to the absolute minimum. We must find the lowest common denominator of both facilities and functions required to supply and feed this dispersed, flexible, mobile fighting force of the future. . . ."

A recent edition of *The Quartermaster Review* described the work of the Research and Development Command of the Office of the Quartermaster General which is aimed at the development of new food products. The following is excerpted:

## "Tomato Flakes

"Tomato juice, soup, catsup and related products in which tomato solids are essential ingredients are fluid

items, thus unsuitable for operational rations utilized where space and weight are critical. Dehydrated tomatoes which could serve satisfactorily in dehydrated counterparts of these have not previously been available. A tomato flake which shows considerable promise of providing a suitable ingredient for dehydrated catsup is undergoing development in current studies at the QMF&CI. Produced by drum-drying tomato paste or puree, with small amounts of additives to facilitate processing, the flakes are low in moisture and high in solids content. A recent limited procurement in which the flakes were packaged with and without a desiccant has established the commercial feasibility of this process though it also showed modification to be necessary to prevent heat damage. Samples, some of which are being used in experimental formulations of dehydrated catsup, are under stability test. Investigation of other processes which should provide tomato solids more suitable as ingredients for soups and juices is continuing.

## "Vacuum-Dehydrated Tomato Solids

"Through cooperative work with the U. S. Department of Agriculture and industry, availability of a good quality tomato powder which can be reconstituted under field conditions into juice or paste appears promising. Exploratory pilot scale studies have shown production of vacuum-dried tomato solids, developed by the Western Utilization Research Branch, USDA, to be possible with commercially available continuous vacuum dehydration equipment. The vacuum-dehydrated powder is granular, porous and open in structure, low in moisture, and rehydrates rapidly. To obtain data for specification purposes, the QMF&CI is cooperating in a limited commercial production being conducted under an Industrial Preparedness Study to determine the commercial feasibility of replacing canned tomato paste and juice with the powder. This production will also provide material for field testing.

"In addition, Colonel W. D. Jackson, Chief of Research and Development, OQMG, has reported encouraging progress during the past year in work on ionizing radiation of food. Plans are now being made to extend the scope of this research beyond a purely military aspect to include national interest, Colonel Jackson reports.

"A new container design with diagonally placed slots is under development which it is hoped will considerably reduce the fibreboard required in packaging canned subsistence also is reported by Colonel Jackson."

### Grades for Spinach

Notice is given in the *Federal Register* of April 19 that the Agricultural Marketing Service of USDA proposes to revise U. S. standards for spinach for processing. The revised standards would be applicable to fresh spinach used for canning or freezing.

The principal changes in the proposal include deletion of the U. S. No. 3 grade, slight changes in the provisions for foreign material, and more restrictive tolerances for mildew in both U. S. No. 1 and U. S. No. 2 grades. In addition, some new definitions for damage by grade factors have been proposed, and others have been reworded in the interest of clarity.

Interested parties will have until May 21 to submit written views or comments regarding the proposed standards.

### Grades for Southern Peas

Notice is given in the *Federal Register* of April 19 that the Agricultural Marketing Service of USDA proposes to issue U. S. standards for southern peas in the fresh form intended for shelling. This vegetable is also known as cowpeas or field peas, and among the well recognized general types are blackeyes, crowders, creams, and purple hulls.

Growers, shippers and auction managers had requested that grade standards be established, USDA said, to facilitate marketing of southern peas and to create an incentive for the packing of uniformly high quality.

The proposal recommends a U. S. No. 1 grade to apply to the higher quality packs, a U. S. Commercial grade to apply to packs of ordinary quality, and an Unclassified designation to apply to packs of undetermined quality.

### Year-round Availability

The value of canned foods on a family reserve shelf was the subject of the radio program, "City Food Guide" over New York Station WNYC on March 21. Comments by Frances Foley Gannon, who conducts the program, pointed up the advantages of such a shelf not only in emergencies but for purposes of budget balancing when "some of the favorite fresh produce from distant farms and orchards have reached the higher cost levels. Then are we especially appreciative of some of the choice canned foods that

have been made available in the market. The advantages they offer in ready preparation of nutritious, reasonably priced meals are very good reasons why they make their appearance on our weekly marketing list of pantry shelf items for all seasons and occasions. We know their importance in our everyday living, and we benefit from the improved and varied products that are being constantly developed."

The broadcast also stressed the importance of careful reading of labels for information on contents in terms of weight or volume, number of servings, and style of pack. It recommended that the housewife use this label information to help her buy the item that fits the purpose intended. "Canned foods are cooked foods and their high food value and fine flavor result from the care given them at the farm and at the cannery," said Mrs. Gannon.

The program went on to suggest a variety of items covering all canned food categories. "With these on the shelf, situations in feeding can be nutritionally well met. These foods will be good for several months. Freshness and economy will be guaranteed if they are used as part of the regular food supply. Whenever an item is taken from the reserve shelf, it should be replaced on the next market day. You can make the contents of that pantry shelf do a valuable service."

### Canned Foods in A-Test

*The Scanner*, house organ of Libby, McNeill & Libby, features in its April issue a two-page illustrated spread entitled, "Canned Foods, A-Blasts, and You," dealing with a picture account of the nuclear tests of canned foods that were carried out by the N.C.A. last year at the Nevada test site of the Atomic Energy Commission.

Data on the tests, compiled by the N.C.A. Research Laboratories and prepared for publication by the Information Division, was the basis for the article, which made prominent use of eight of the photos and captions prepared. The major findings of the project, illustrating that canned foods "are the safest form of food—for use in war or peace, by armed forces or civilians and whenever disaster strikes—whether in the form of hurricane, tornado, flood or atomic blast," are pointed up convincingly in the April *Scanner* article, which reached a circulation of 9,500.

### Parade Magazine

Canned deviled ham was featured in the Sunday supplement magazine, *Parade*, on April 15. This pictorial magazine is distributed with many of the leading newspapers throughout the country.

Beth Merriman, *Parade* food editor, titled her article "Ham 'n' Cheese Puff." Introducing the recipe by this name, the author said, "Here's a wonderful dish for those days (every family has them) when thrift-plus-flavor is the No. 1 factor in menu-planning. It's economical, it's a breeze to make—and, best of all, it's downright good eating!"

### What's New in Home Economics

The April issue of *What's New In Home Economics* magazine carries a report on the information about canned foods that was presented at the Food Editors Conference in Atlantic City during the N.C.A. Convention. The article is entitled "News From 1956 Canned Foods Conference."

It begins, "During 1955, Americans opened and used every day an average of approximately one hundred million tin or glass containers of canned foods." It continues with pertinent production statistics, facts about current can sizes in use, and the use and popularity of various canned foods by families in rural and urban areas and in different sections.

In the discussion of the scientific research, the following was pointed out: "Results have established canned foods as excellent sources of nutrients inherent in each of the respective products. Current research involves the improvement of nutritive qualities as new methods are introduced."

The largest percentage of the circulation of *What's New In Home Economics* is to junior and senior high school and college teachers of home economics. It also goes to home economists in other fields such as business, extension, dietetics, and public health.

### Nuclear Test Slides Shown

The color-slide presentation of the results of the nuclear tests of canned foods, prepared by the N.C.A. Research Laboratories and Information Division, was shown April 9 to 47 seniors, graduate students and faculty members of the Department of Food Technology, University of Massachusetts at Amherst.

## Status of Legislation

**Alaskan fisheries**—A House Interior Subcommittee this week considered but took no action on H. R. 8405, H. R. 244, and other bills to transfer supervision of Alaskan fish and game from the Interior Department to the Territorial Government.

**Anti-merger legislation**—The House on April 16 passed and sent to the Senate H. R. 9424, which would require pre-notification of certain mergers and permit preliminary injunctions to restrain mergers.

**Customs simplification**—The Senate Finance Committee is expected to act on House-passed H. R. 6040 after it completes work on social security legislation. Bill would revise the method by which the value of imported merchandise is determined for customs evaluation.

**FDA chemical additives**—Hearings on bills to regulate the use of chemical additives in food were concluded Feb. 14, but House Committee has not considered subject in executive session.

**FDA codification**—H. R. 6991, to revise, codify, and enact into law Title 21 of the U. S. Code entitled "Food, Drugs, and Cosmetics," was passed by the House and is pending before the Senate Judiciary Committee.

**FDA imitation food**—H. R. 3692, to prohibit the interstate marketing of any "imitation" of a standardized food product, even though the imitation product is plainly labeled as such, is pending before the House Interstate Commerce Committee.

**Fisheries Commission and Fisheries Education**—The Senate Fisheries Subcommittee concluded hearings March 26 on S. 2379, to authorize federal funds for scientific and vocational fisheries education, and on S. 3275 and S. 3339, to create a Fisheries Commission and give it new powers.

**Import quotas**—H. R. 8954 and other bills to establish an import quota mechanism are pending before the House Ways and Means Committee.

**Marketing orders—cranberries**—H. R. 8384, to bring cranberries for canning under the orders provisions of the Agricultural Marketing Agreements Act, is pending before the House Agriculture Committee. No action scheduled.

**Marketing orders—potatoes**—H. R. 9484 and S. 3282, to establish a national marketing control including potatoes for canning, were introduced Feb. 22. No action scheduled.

**Negotiated procurement**—House-passed H. R. 8710 is pending before the Senate Armed Services Committee. No action scheduled.

**OTC**—The House Ways and Means Committee on April 18 reported, with

amendments, H. R. 5550, authorizing U. S. participation in OTC.

**Poultry inspection**—Bills providing for mandatory inspection of poultry and poultry products have been introduced in both houses.

**Price supports**—The House on April 18 sustained the presidential veto of the conference farm bill (211-202). New legislation providing for the soil bank proposal of the vetoed bill has been introduced.

**Robinson-Patman Act**—The House Judiciary Antitrust Subcommittee opened hearings on April 18 concerning H. R. 11 and other "Equality of Opportunity" bills.

**Statehood**—H. R. 2535, to provide statehood for Alaska and Hawaii, was recommended to the House Interior and Insular Affairs Committee.

**Sugar Act**—The conference meetings on H. R. 7030, to amend and extend the Sugar Act, were postponed to give priority to farm bill. No further meetings have been announced.

**Trip-leasing**—The House Interstate Transportation Subcommittee announced hearings for May 16-17 on Senate-passed S. 898, to limit the authority of the ICC to regulate the duration of trip leases for carriers of perishable agricultural and fishery products.

**Wage-hour extension**—No action scheduled on bills to eliminate all minimum wage and maximum hour exemptions to the present act which are applicable to first processing, canning, and freezing of agricultural and fishery products.

**Waste disposal**—The House Ways and Means Committee has not com-

pleted executive meetings on an omnibus tax bill including a provision to allow the rapid amortization of water pollution treatment works. No action has been scheduled.

**Water pollution**—A House Public Works Subcommittee held hearings March 12-15 on legislation to extend and amend the Water Pollution Control Act of 1948.

## Merchandising RSP Cherries

(Concluded from page 183)

the experiment, the larger can outsold the smaller by a substantial number. Moreover, based on the total quantity of cherries sold, sales in the larger cans exceeded sales in the smaller by an even larger margin in all 12 weeks of the experiment. Consumer preference for the larger can size was consistent regardless of size of store or its location in the city. Measured in pounds, 39 percent more cherries were sold in the larger than in the smaller can during the experiment.

A. J. Rogers and others of the National Red Cherry Institute assisted USDA in the development of the experiment.

Copies of the report, *Merchandising of Selected Food Items in Grocery Stores* (Marketing Research Report No. 111), may be obtained from the Marketing Information Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C.

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